

THE GOVERNMENT OF THE BAHAMAS

ENHANCING THE BAHAMAS NATIONAL QUALITY INFRASTRUCTURE THROUGH THE ESTABLISHMENT OF A METROLOGY LABORATORY

CONSULTANCY SERVICES FOR THE DEVELOPMENT AND IMPLEMENTATION OF A MARKETING AND COMMUNICATIONS PLAN AND STRATEGY AT THE BAHAMAS BUREAU OF STANDARDS AND QUALITY (BBSQ)

REQUEST FOR EXPRESSIONS OF INTEREST

The Government of the Commonwealth of The Bahamas (GOCB) has received financing from the CDB in an amount equivalent to EUR 330,963 towards the costs of “Enhancing the National Quality Infrastructure (NQI) of The Bahamas through the Establishment of the Metrology Laboratory” Project and intends to apply a portion of the proceeds of this financing to eligible payments under a contract for which this invitation is issued. Payments by CDB will be made only at the request of the GOCB and the BBSQ upon approval by CDB and will be subject in all respects to the terms and conditions of the Financing Agreement. The Financing Agreement prohibits withdrawal from the financing account for the purpose of any payment to persons or entities, or for any import of goods, if such payment or import, to the knowledge of CDB, is prohibited by a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations. No party other than GOCB shall derive any rights from the Financing Agreement or have any claim to the proceeds of the Financing.

The Bahamas Bureau of Standards and Quality (BBSQ), the executing Agency, now wishes to procure consultancy services for Technical Consultant team or Firm to facilitate the design and implementation of a marketing and communication plan, strategy and supporting activities of the BBSQ.

The objective of this consultancy is to design and implement a marketing and communication plan, strategy and supporting activities aimed at increasing the awareness of the BBSQ, its role, in metrology and other services offered.

The duration of the assignment is expected to be for sixty (60) person-days over a period of eighteen calendar months. Further details can be found in the attached Terms of Reference (TOR).

BBSQ now invites interested eligible consultancy firms to submit Expressions of Interest indicating qualifications and experience required to provide these consultancy services.

Consultants shall be eligible to participate if:

- (a) in the case of a body corporate, it is legally incorporated or otherwise organised in an eligible country, has its principal place of business in an eligible country and is more than 50 percent beneficially owned by citizen(s) and/or bona fide resident(s) of eligible country(ies) or by a body(ies) corporate meeting these requirements;
- (b) in the case of unincorporated firms, the persons are citizens or bona fide residents of an eligible country;
- (c) in all cases, the consultant has no arrangement and undertakes not to make any arrangements, whereby any substantial part of the net profits or other tangible benefits of the contract will accrue or be paid to a person not a citizen or bona fide resident of an eligible country; and

- (d) Consultants from member countries of CDB, as well as EU Member Countries which are not CDB Member Countries, and other countries which are eligible under EU procurement provisions, will be eligible to participate in these procurement opportunities¹.

In the assessment of submissions, consideration will be given to technical competence, qualifications and experience on similar assignments, existing commitments and specifically credential as follows:

- (a) At least seven years' experience in implementing public awareness campaigns.
- (b) Proven experience in the field of designing and executing market research and focus groups, event management, media relations, public relations, digital media, advertising, web development, outdoors and digital campaigns.
- (c) Experience in organising events that resulted in the interaction with various target groups such as public officials and servants, business executives, leaders in civil society organisations, citizens, etc.
- (d) Experience in managing campaigns involving various social media channels over the last three years.
- (e) Experience with pre-production, production and post-production of videos.
- (f) Experience in implementing campaigns related to national development.
- (g) Experience working with international organisations.

The consulting teams or firms are advised to review the detailed eligibility criteria detailed in Section 4 and conflict of interest provisions in Section 5 of the Procurement Procedures for Projects Financed by CDB (January, 2021), as published on CDB's website.

All information must be submitted in English. Further information, if necessary, may be obtained from the first email address and copied to the third email address below between 9:00 a.m. and 5:00 p.m. Monday to Friday.

An electronic copy of the Expressions of Interest must be sent in PDF format to both email addresses identified for the first contact below no later than 3:00 p.m. (Bahamas time) on **Tuesday March 8th, 2022** and one electronic copy must be sent simultaneously to CDB at the second email address below. The Expression of Interest will be deemed to have been received at the time that it is received by BBSQ at the email addresses referenced for the first contact below. The burden of proving receipt of the e-mail will be on the applicant and will not be met solely by a read receipt or sent items report generated by the Consultant's computer. The e-mail containing each submission should include the name and address of the applicant. The subject line shall be clearly marked "**Consultancy Services for the Development and Implementation of a Marketing and Communications Plan and Strategy at The Bahamas Bureau of Standards and Quality (BBSQ).**"

Following the assessment of submissions, the most technically capable and appropriately experienced applicant will be invited to negotiate a contract to provide the consultancy services. If this applicant is unsuccessful, the process shall repeat with the next best qualified and experienced applicant. BBSQ

¹ See eligible countries listed in Part II of Annex A2a of the European Union Procurement procedures and practical guide at: <https://ec.europa.eu/europeaid/prag/document.do?isAnnexes=true>

reserves the right to accept or reject late applications or to cancel the present invitation partially or in its entirety. It will not be bound to inform or assign any reason for not engaging the services of any applicant and will not defray any costs incurred by any applicant in the preparation and submission of Expressions of Interest.

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2. Procurement Policy Unit

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3. For Further Information Contact:

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